

MTAC Focus Group Session Notes
Wednesday, February 18, 2014

VISIBILITY/SERVICE PERFORMANCE MEASUREMENT

Robert Cintron, USPS VP-Enterprise Analytics
Lisa Bowes, MTAC Industry Leader, Service Performance

Session 1: FIRST-CLASS MAIL

(Sharon Harrison, MTAC Industry Leader)

Industry Clarification – We had asked for team members from cross-functional groups to attend each other's focus groups.

USPS – Postal cross-functional groups have been working collaboratively to ensure that any questions raised are being addressed. We are working together to ensure your needs are being met.

DISCUSSION TOPIC

Facility File

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Industry – Facility File – Is that the new file source that we are supposed to use?

USPS – We will leave that to you. If you are getting the right information from your current process, that would be fine. We are not making this a requirement. It's a great cross-reference. It's an easier file to use and if someone were to call to look for information, we would say this is a good place to look for eDoc information.

DISCUSSION TOPIC

Address Management

On January 25, 2015 all **ACS** fulfillments delivered through EPF have been expanded and improved. The new file layout and data reflects the current and future USPS technology and methods for handling undeliverable-as-addressed mail. Important Note: Full Service

ACS and COA Reports provided via the Business Customer Gateway are NOT affected by this change.

Additional **ACS** file options are available upon request: Legacy file format, CSV, SML/XLS. The ACS File Format Version 1 Technical Guide has been updated. For more information visit: <https://ribbs.usps.gov/acs/newACSformat/> or contact acs@usps.gov

Industry – Residual ACS notices for full-service. Originally this was going to be tied to the November release. When is that going to occur?

USPS – When a full-service mailing is presented and lacks an 11-digit code or does not qualify, ACS is still generated. Full-Service evaluates and determines whether this is eligible or not for fulfillment. If it doesn't meet Full-Service requirements the ACS notices is not fulfilled. We proposed changing the way ACS pieces are handled and as long as a mailer meets the Address Accuracy threshold we would provide the ACS notice for free. The pricing group raised questions about this proposed change aligning with mail classification schedule requirements and that this change needed to be evaluated as part of the price change. We don't have a timetable yet; we are still working through this with pricing. Be aware of the SingleSource ACS and please sign up for this. You get all of the records that you would get with Full-Service. There is a minimal charge.

Secure Destruction – National launch occurred on November 18, 2014. 61 PARS sites have the USPS Industrial Cross-Cut Shredders for Secure Destruction.

There are five steps to register for secure destruction:

- 1) Use of IMb for letter-sized First-Class Mail is required
- 2) An ACS account is required to receive Secure Destruction notices
- 3) Use Existing or Register for an Electronic Product Fulfillment Account
- 4) Enroll in the Secure Destruction Program. The form is available in the Secure Destruction eNotification guide, or from:
http://ribbs.usps.gov/forms/documents/secure_destruction/SDACS001.pdf
- 5) Determine which Secure Destruction STID you will use in the IMb.

The case for Secure Destruction of Flats is being reviewed for FPARS (Flats Postal Automated Redirection System). FPARS deployment is tentatively scheduled to begin in June 2015 at 18 USPS P&DC's.

Industry - Are any mailers in the room moving to secure destruction? A few mailers have raised their hands. Some mailers have filled out the application, but are still waiting to determine how this will work for them before they submit.

USPS – We think this might be a good topic for UG #5. This will become an action item.

Industry - Made available date – Is that setting the standard for the determination of the 95 day calculation in the Address Accuracy assessment process?

USPS – The made available date is used in the address accuracy assessment process if is later than the move effective date. If it is before the move effective date then the later of the two dates is used to determine compliance with the 95-day requirement.

Industry – When we established UG #5 we had a delivery person in the group. We would like to have a delivery/operations person in the group. There may be things that they can bring to us as ideas. We will also bring this up in Linda Malone’s group.

Industry - Would also like to propose another user group for carrier identified UAA reason code accuracy. Is there another way to reconsider looking at the problem of getting valid data? Is there some other way for the reason codes to be more clearly defined? How can we improve this? Information sharing would be very beneficial, and we need more accurate data. Reason codes are invalid, recommendations have been made, but we never seem to get off the block. Maybe we need to take a closer look at which codes are having a problem. There is also another opportunity to identify fraud and fraudulent addresses.

USPS – New energy and insights into this will come from the new Manager of Address Quality Programs. A new user group proposal has been added to the action items.

Industry - Documented information on Move Update Requirement – There is a conflict on information regarding the requirement both internally and externally.

USPS – We can look at clarifying this, it is in the DMM but we can look at how to clear up the misunderstanding.

DISCUSSION TOPICS

Informed Visibility

Informed Visibility is an enterprise system that will be a real-time single source of all mail and mail aggregate information. It will leverage data to provide business intelligence for USPS functional groups and the mailing industry.

IV Timeline - There are five releases scheduled to encompass Service Performance Measurement, Mail Inventory/Predictive Workload, and Mail Tracking and Reporting. Release one began on 11/13/14 and subsequent releases will continue through 4/18/16 to close out with release five.

Industry – Informed Visibility – Random Scan Selection - The 90% is impressive are you reading the indicia?

USPS – That is one of the questions that came from the regulator. This is license plate barcodes that uniquely identify the piece. It can be an IBI as well.

Industry – Improving the scan rate on containers is very important so that we have a stop-the-clock that is recognized.

USPS - We do recognize that and are able to determine where the issues are occurring.

Industry - How big of the sample size is the last mile going to be?

USPS - We are designing it to be statistically valid so that we can generate more samples. We will create that ability within IV so you can get more information.

ACTION ITEMS

- Add the “Modification of SVC Type IDs relating to UAA” to UG #5 as an agenda item
- UAA statistics for FY14 will be uploaded to RIBBS
- Add/Assign a USPS Delivery Rep to UG #5 as a SME
- Officially submit the UAA reasoning code as a new workgroup. Improving accuracy and action ability of UAA reason codes. Lisa Bowes will help pull this together to submit in the leadership meeting. Must include delivery SME.

Session 2: PERIODICALS

(John Stark, MTAC Industry Leader)

DISCUSSION TOPICS

Service Performance

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Industry – Mailer Scorecard - We talked about the scorecard in Pritha's group.

Currently, a mailer owner can't see the information for mail exclusions.

USPS - We can look at that as an opportunity. We will get with Pritha's group to work on getting that added.

Bundle Visibility

USPS is taking a three-pronged approach to expanding Bundle Visibility: Full Service Bundle Visibility, Saturation Mail Bundle Visibility for large national/regional mailers that have frequent mailings with easily-identifiable mail pieces, and Bundle Visibility for all other mailers. This will provide mailers with new visibility options with access to Full-Service bundle scan data via download through the Business Customer Gateway.

USPS is beginning the national implementation of Full Service Bundle Visibility to large national/regional mailers in February of 2015. Mailer submissions of a summary file with piece counts by ZIP and Carrier Route will help to ensure the success of Bundle Visibility. Full Service Bundle data will be provided to mailers in May, and the implementation for all other mailers will also begin in May. Informed Visibility is expected to be fully implemented in 2016.

Industry – What will be the timing of those scans vs when the data is available to us?

USPS – We plan to initially provision through Interim Informed Visibility in 4 hour batch cycles.

Industry – Red -Tag has been visiting facilities and still seeing bundle breakage. If bundles are breaking open, how are you capturing that information? It would be good feedback if the information is available to the mail owner if the bundle breakage is caused by the mail preparer.

USPS – Data is based on APPS and APBS to alert to a possible broken bundle. We've been asked to change the query to three scans. Cathy Moon is working with the industry on this and enterprise analytics is providing the data for this study.

USPS - Bundle Facing Slip Barcode is being socialized and discussed in the User Group.

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There is a proposal to allow Periodicals mailers participating in Address Accuracy Assessment process to remove the “Postmaster: Send Address Corrections...” statement from their publication. This eliminates the ability of delivery offices from obtaining the address from the publication to send manual address corrections. The option to receive manual address corrections will be retained.

An impact analysis is being evaluated by Pricing for a PRC filing to make ACS free for mailers who meet the Address Accuracy threshold. This would eliminate the Periodical Reconciliation process that assesses Traditional ACS fees when the mailer participates in Full Service and the Address Accuracy Assessment process.

Industry – Are we to guess that this is something a year out? Could this be ready in January 2016?

USPS – This will most likely be in the Price case filing.

Industry – Newspapers are relying heavily on the manual address correction process. Will we be forced out of manual correction processing?

USPS – There will still be a way to allow for manual address corrections if you want this.

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Industry – We'll be meeting with Gary Reblin later and none of the promotions pertain to periodicals. Is there a way to use this data in a promotional nature?

USPS – A conversation will be held with Gary to discuss opportunities for utilizing data as promotional tools.

Industry – My concern is that we have just gone through a timeframe where we have had delivery issues. We have to reach in and initiate discussion and try to determine when mail is not moving somewhere. It is fine internally to have that messaging, but we need to have that communicated to the industry. You've got the information and it is fine to put the data out there, but you must be proactive with your customers to help them understand, and provide them with answers. We know we can contact someone in USPS to get answers, but we would like to have that data and answers.

USPS – With IV that opportunity will be there and we will work collaboratively in a cross-functional nature to ensure we are providing the proactive insight into "Where's my mail"?

ACTION ITEMS

- Investigate adding the "SPM" tab to the "mailowner" view of the scorecard. It's currently only on the "eDoc submitter" view. Owner: Steve Dearing via Pritha Mehra

Session 3: STANDARD MAIL

(Wanda Senne, MTAC Industry Leader)

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Industry – Is this going to be in-sync with the drop-ship product?

USPS - It is from the multiple sources (AMS, FDB, NassWeb) that aggregate all of the information and incorporate into one file.

Industry – How do you audit the accuracy of carrier scanning compliance?

USPS – It is in the very high 90s. It is proving to be successful. We are expanding and increasing the reporting with operations to ensure high scanning success.

Industry – How do you get the data? Are you getting more data than what you give to the mailers?

USPS – Yes, this is allowing us to align workload and streamline operational processes.

Address Management

Single Source ACS – On January 25, 2015 all **ACS** fulfillments delivered through EPF have been expanded and improved. The new file layout and data reflects the current and future USPS technology and methods for handling undeliverable-as-addressed mail. Important Note: Full Service ACS and COA Reports provided via the Business Customer Gateway are NOT affected by this change.

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Industry – How much is UAA COA vs NIXIE? What can we do about this? We are trying to comply with Move Update and want to know what to look at in our business processes. Is the DPV all the same data?

USPS - There is apparent confusion between the percentage of mail that exceeds the 95 day requirement for Move Update and percentages shown in UAA reports. Mailing industry hears that less than 1% of mail is outside of Move Update but then hears that 70% of all UAA is related to a change-of-address. The different percentages are for very different purposes and cannot be combined in a discussion without a clear understanding of what is being expressed.

Industry – Please clarify a little about PAFS and what we should be doing?

USPS – Address Management will be working with IT and Privacy to determine how to improve administration of Processing Acknowledgement Forms require for NCOA^{Link} usage. Mailers and service providers should review their processes to ensure they are complying with all license requirements including proper completion and retention of PAF information.

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Industry – With IV you are going to have more real-time data. If all mailers want this are you going to have limits as to what kind of data and size that you can share with us?

USPS – The industry will decide what you would like to have and how to balance that.

ACTION ITEMS

- Facility File – How should this be utilized? What benefits can be realized? USPS is soliciting feedback on this to alleviate any confusion. The Facility File does not appear to be relative to Standard Mailers
- Who can access Interim IV bundle data from gateway? eDoc Submitter? Mail Owner? Third Party?
- Clarification – Use IMb barcode or facing slip. Scan IMb and eDoc and nesting relationship. Provide a basic provisioning flowchart.

Session 4: PACKAGE SERVICES

(John Medeiros, MTAC Industry Leader)

DISCUSSION TOPICS

IMpb Federal Register Rule

The final rule on new standards to enhance package visibility was published on December 18, 2013. Certain requirements were extended to include IMpb use with Certified Mail or Registered Mail, until January 25, 2015.

Effective January 25, 2015, Commercial Mailers must electronically provide an 11-digit (DPV) ZIP Code and/or destination delivery address in the Shipping Services File to meet requirements.

Visibility

Visibility for MID Owner/User, Unregistered MIDs and Flagged Inactive MIDs was suspended in December 2014. This will resume on June 28, 2015. Unregistered MIDs provide a warning message in the form of an alert stating that the MID user needs to be registered.

New start-the-clock events have been added: Accepted at Destination, Accepted at USPS Facility.

Predicted Delivery Day Lite covers all domestic and inbound international products. It is based on Last Mile scans and provides arrival at unit and out for delivery events.

Industry – How did you differentiate on the SA vs S2?

USPS – It is a different class of mail. One is non-profit and one is full rate. Standard Mail Non-Profit Parcels (S2), Standard Mail Parcels (SA).

Industry – “Require address and 11-Digit ZIP Code Delivery Point Validation”. What does this mean? There may be a certain percentage like 2% that cannot validate and we will get penalties. Our desire would be to have an agreement that holds us to a standard that we are able to accomplish. As long as it is a reasonable threshold, we will be fine.

USPS – Addresses must be able to be validated to the 11-Digit Zip. We need to start with the conversation that we require the Destination Delivery Address and/or Delivery Point Validated (DPV) 11-Digit ZIP. We are beginning the conversation, and will provide a timeline as soon as possible.

Industry – Service Type Code – Is there a table and explanation of the special services file? I have had programmers ask for that.

USPS – In PUB 199 we have a listing of them in the Appendix I. As we move to extra services simplification we will call this out more boldly in the next version of PUB 199. We will go into more detail in our eVS/PTR User Group. First week in March there will be a session to cover all of the changes.

Industry – We don't have visibility on mismatched owner and we have been chasing this for years.

USPS – We turned this off and we need to change our code to limit this to eVS customers. It is solidly in place to resume June 28, 2015. This will only be available to eVS customers. There is an adhoc report available and we can see where the manifesting customer is different than the mailer ID. We can provide this to customers who are interested in this.

Industry - In the interim, I'm speculating that in April you will still have customers using codes that are eligible for tracking. Will customers have up to a year to change to the proper Service Type Codes?

USPS – Yes, 6 months after the change we will provide a warning.

Industry – What does delivery status not updated mean? Are you going back to the Post Offices to find out why the delivered scans are not being done?

USPS – DMS is tracking every carrier and we are now generating reports to let us know that a package has not been scanned. We are expecting 100% delivered scan. We reconcile as the day is progressing, and things should get better before the end of the year. Eventually we will geo-code delivery as they are at that delivery point.

Industry – Delivery attributes are a great enhancement to tracking. I would be interested to find out if the delineation needs to be expanded or changed to bring in an additional attribute. Are you able to bring all of that data in or do you need some type of additional delineation? This may take a large amount of additional programming. How do we figure out an easier way to post this?

USPS – We can bring this up in our eVS/PTR user group.

Industry – When you implement things, we need more advance notice because it takes a lot of IT resources on our end.

ACTION ITEMS

- Session conversation on Informed Visibility as it relates to Package Services at the next MTAC meeting (Steve Dearing to present)
- Provide explanation on difference between Std Mail Fulfillment Parcels vs Std Mail Marketing Parcels
- Highlight Service Type Codes & Updates that are in PUB 199 (March 1, 2015)
- Provide PDX Information in UG & to K. Elkin
- Turn on Visibility for MID Owner/User, unregistered and flagged inactive MIDs.